

What is claimed is:

1. A method for locating a terminal for delivery of content in a broadcast network comprising:
 - 5 associating the terminal with a transmitter operable in another network
 - interrogating the another network to determine the location of the transmitter;
 - and
 - delivering the content to the terminal at the location of the transmitter.
- 10 2. A system for delivering content to a terminal in a broadcast network, the system comprising at least one terminal in a broadcast network, the terminal being associated with a transmitter in another network, wherein the broadcast network includes a processor operable to interrogate the another network to determine the location of the transmitter and thereby deliver
 - 15 content to the terminal at the determined location.
3. Apparatus for delivering content to a terminal in a broadcast network comprising
 - a processor operable to interrogate another network to determine the location
 - 20 of a transmitter associated with the terminal and deliver content to the terminal at the determined location.
4. A head end apparatus for use in a first multi-transmitter broadcast network, the apparatus comprising a terminal locator operable in response to
 - 25 a request to deliver content to a terminal in the first network to obtain terminal location information from a second, different network, a memory having stored therein transmitter location information and a controller operable in response to the request to transmit content to determine from the terminal and transmitter location information a suitable transmitter to deliver the content to
 - 30 the terminal.

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5. An apparatus as claimed in Claim 4, wherein the terminal locator is further operable to identify said second, different network type from said request.

5 6. An apparatus as claimed in Claim 4 or Claim 5, wherein the terminal locator is further operable to determine a source of said request.

7. An apparatus as claimed in any one of Claims 4 to 6, further including a router connectable to a plurality of transmitters and operable to deliver the content to the suitable transmitter.

8. A terminal for use with a first multi-transmitter broadcast network, including a receiver operable to receive content transmitted by a selected one of a plurality of transmitters of the first network and a further transmitter connected to a second network from which the first network derives information relating to the location of the further transmitter to facilitate selection of the one transmitter.

9. A terminal as claimed in Claim 8, wherein the further transmitter provides a back channel to send a request for specific content to the first network.

10. A terminal as claimed in Claim 8 or Claim 9, wherein the further transmitter is included in a mobile station interfaced with the terminal.

11. A system for delivering content to a mobile terminal comprising a first broadcast network having a plurality of transmitters, and at least one terminal, the terminal having a receiver for receiving content from the first network, and in proximity thereto a further transmitter connected to a second network from which the first network derives information relating to the location of the further transmitter, wherein the selection of a transmitter to deliver content to the terminal is made in accordance with the location information.

12. A system as claimed in Claim 11, wherein the further transmitter is integrated with the terminal.
- 5 13. A system as claimed in Claim 11 or Claim 12, wherein the second network is a public land mobile network.
14. A system as claimed in Claim 13, wherein the location information is derived from a Home Location Register of the public land mobile network.
- 10 15. A system as claimed in Claim 13, wherein the location information is derived by base station triangulation.
16. A system as claimed in any one of Claims 11, 12 or 13, wherein the further transmitter provides location information.
- 15 17. A system as claimed in Claim 16, wherein the location information is obtained from a global positioning system receiver.
- 20 18. A method of delivering content using a selected transmitter of a first broadcast network to a first terminal in proximity to a second terminal in a second network comprises deriving location information relating to the second terminal from the second network and utilising that information in the selection of a suitable transmitter.
- 25 19. A method as claimed in Claim 18, wherein the location information is derived by consulting a Home Location Register of the second network.
20. A method as claimed in Claim 18, wherein the location information is derived from co-ordinates transmitted by the second terminal.
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